

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2018/19**

Part I Course Overview

Course Title:	Challenges in Marketing
Course Code:	FB5806P
Course Duration:	Intensive mode: 4 days
Credit Units:	2
Level:	P5
Medium of Instruction:	Putonghua
Medium of Assessment:	Chinese
Prerequisites: (Course Code and Title)	Nil
Precursors: (Course Code and Title)	Nil
Equivalent Courses: (Course Code and Title)	FB5806 Challenges in Marketing
Exclusive Courses: (Course Code and Title)	Nil

Part II Course Details

1. Abstract

This course aims to expose and involve students in the complexities of the challenges of managing marketing activities. Focus of the course is to apply the learnt theories and concepts to evaluate marketing practices of firms/organizations in Hong Kong (or China), particularly of the students' own companies, and make recommendations for their future operations through class discussion/sharing and assignment presentation.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Assess the critical role of marketing in organizations and society from a branding and cultural perspective (DEC-related Attitude)		✓		
2.	Analyze and interpret marketing phenomena (DEC-related Ability)			✓	
3.	Integrate findings into marketing strategy (DEC-related Accomplishment)				✓
4.	Monitor strategic-oriented marketing programs (DEC-related Ability)		✓		
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
TLA1	Lectures: Concepts and knowledge of marketing are explained and discussed.	✓	✓	✓	✓			
TLA2	Class activities: Various class activities will be included to stimulate students' participating discussions on different managerial topics.	✓	✓	✓	✓			
TLA3	Assignment Presentations: Relevant topics of case studies will be provided to students so that they can apply the concepts/theories learnt in a real life scenario.	✓	✓	✓	✓			

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4				
Continuous Assessment: 100%								
Class Participation: Students' participation including questions and comments in the class is used to assess their understanding of the taught theories and concepts.	✓	✓	✓	✓			30%	
Group Assignment: Students form groups to analyze marketing practice of organizations operating in Hong Kong or China and make recommendations for future marketing operation. This is the first assignment for the students. It is used to assess their abilities in applying taught theories and concepts.	✓	✓	✓	✓			30%	
Individual Assignment: Each student is next asked to analyze marketing practice of other organizations operating in Hong Kong or China and make recommendations for future marketing operation. This is a more in-depth assignment. It is used to further assess their abilities in applying taught theories and concepts.	✓	✓	✓	✓			40%	
Examination: _____% (duration: _____, if applicable)							100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation		<ol style="list-style-type: none"> 1. Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors and other issues in class. 2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of marketing strategy and concepts. 	<ol style="list-style-type: none"> 1. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors and other issues in weekly classes. 2. Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of marketing strategy and concepts. 	<ol style="list-style-type: none"> 1. Occasionally present and communicate marketing ideas in oral and/or written format to analyze customers, competitors and other issues in weekly classes. 2. Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of marketing strategy and concepts. 	<ol style="list-style-type: none"> 1. Rarely present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors and other issues in class. 2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy and concepts. 	
2. Group Assignment		<ol style="list-style-type: none"> 1. Show excellent command of all aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and 	<ol style="list-style-type: none"> 1. Show good command of all aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and 	<ol style="list-style-type: none"> 1. Show acceptable command of most aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and 	<ol style="list-style-type: none"> 1. Show marginal command of a few aspects of major marketing concepts to analyze the consumers' behaviors, competitors, and business environments but 	

		<p>business environments deeply, and consolidate lots of insights and implications for strategy formulation.</p> <p>2. Demonstrate excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information excellently in a business report format.</p>	<p>business environments and suggest some implications for strategy formulation.</p> <p>2. Demonstrate good ability to apply the marketing principles and develop effective marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information in an organized business report format.</p>	<p>business environments and partially able to link them up with strategy formulation.</p> <p>2. Demonstrate acceptable ability to apply the marketing principles and develop fair marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information fairly in a business report format.</p>	<p>unable to link them up with strategy formulation.</p> <p>2. Demonstrate marginal ability to apply the marketing principles and develop marginal marketing programs to tackle current marketing problems and issues.</p> <p>3. Present and organize marketing information fairly in a business report format.</p>	
3. Individual Assignment		Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.	Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.	Grasp subject matter with an appropriate knowledge base, and able to synthesize and analyse.	Have a knowledge of subject matter, and able to synthesize.	

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Customer value and satisfaction; marketing process and planning; marketing research; SWOT Analysis; Marketing Environment Analysis; customer behaviour; competitive analysis; market segmentation, targeting and positioning, product strategy; pricing strategy; distribution strategy; promotion strategy; service strategy; organizing and implementing marketing programs; evaluating and controlling marketing performance; internet marketing; marketing ethics; product vs. brand; tangible vs intangible value, cultural similarity vs. cultural difference.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	
2.	
3.	
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Philip Kotler and Kevin Keller (most recent edition), <i>Marketing Management</i> , Upper Saddle River, NJ: Pearson Education.
2.	
3.	
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